

SAMPLE COMMUNICATION MESSAGES

Using the 4P's of Purpose, Picture, Plan, and Part

Every district will move down its own path to actualizing their Graduate Profile, based on their unique context. For that reason, messaging likewise will be customized to align with district needs and strategies. The below sample messages may be instructive as district and community leaders consider and customize their communication strategy.

P U R P O S E	<ul style="list-style-type: none"> While the academic core is necessary, it is not sufficient to fully prepare our young people for future success. Students also need to demonstrate other competencies, like... Our local employers demand that students entering the workforce, whether after high school or college, can... < list related Graduate Profile outcomes >. To succeed in college, beyond being “book smart,” students must be able to... < list related Graduate Profile outcomes >. Whether students choose to go to college, a career, or other worthy pursuit, they will need to be able to demonstrate some competencies that are universally valued, such as... < list related Graduate Profile outcomes >.
P I C T U R E	<ul style="list-style-type: none"> Ten years from now, we expect that students will be able to practice and demonstrate their Graduate Profile competencies both in school and in the community Learning will be more experiential, through projects, promoting collaboration and teamwork, creative and critical thinking, problem-solving, effective communication, use of resources, and more Students might earn digital badges or other forms of portable credentials to reflect their demonstrated competency of Graduate Profile outcomes Teachers will have nurtured classroom environments that create a sense of trust and belonging, value individual differences, promote open communication, and support quality work Teachers will be skilled facilitators of real-world learning experiences that actively engage students and offer them voice, choice, and agency as they pursue purposeful, deep learning Community members will contribute to the learning experiences of students, actively reinforcing the shared goals of advancing the Graduate Profile outcomes
P L A N	<ul style="list-style-type: none"> To actualize our Graduate Profile, over the next two years lead teachers and instructional coaches will help build teacher capacity to use student-centered project-based learning that fosters the skills articulated on our Graduate Profile To support this growth period, leaders will not only allow, but encourage teachers and students to experiment with teaching and learning strategies that are student-centered and project-based Next month, we’ll introduce to leaders, teachers, and students some inquiry protocols that encourage curiosity, an open exchange of ideas, and data use to drive direction and decisions In August, leaders, teachers, and students will begin using a reflection protocol to promote cycles of inquiry, feedback and continuous improvement, specifically targeted to promote X outcome of the Profile
P A R T	<ul style="list-style-type: none"> Teachers will be supported to adapt classroom environments and instructional methods to allow students to regularly practice the Graduate Profile outcomes in a safe, trusting environment By listening to students and teachers, site and district administrators work to shift conditions in order to promote mutual trust, collaboration, experimentation, inquiry, reflection, use of data, and more Parents and family members will be supported to promote opportunities for students to practice and demonstrate Graduate Profile outcomes at home and in the community Community partners will be asked to adapt their support role to align with our efforts to help students advance toward the Graduate Profile outcomes